

THIS AGREEMENT MADE BETWEEN:

CALGARY EXHIBITION AND STAMPEDE LIMITED
(the “Calgary Stampede”)

- and -

(the “Contestant”)

WHEREAS the Calgary Stampede hosts an annual rodeo on its premises in Calgary, Alberta known as the Calgary Stampede Rodeo, to be held from July 6 to 15, 2018 (the “2018 Rodeo”).

AND WHEREAS the Contestant is a professional rodeo contestant and has qualified to compete in the 2018 Rodeo.

IN CONSIDERATION of the matters herein described, and of the mutual rights and obligations set forth herein, the parties agree as follows:

Agreement to Compete

1. The Calgary Stampede agrees to allow the Contestant to compete in the 2018 Rodeo in the “Event(s)” in which he/she has qualified and the Contestant agrees to make him/herself available to compete, and to compete, as scheduled, and, in addition, to be available for promotional activities and other events, all in accordance with the terms and conditions set forth.

Travel Expenses

2. The Calgary Stampede agrees to pay the Contestant One Thousand (\$1,000.00) Canadian Dollars, toward travel and related expenses for the 2018 Rodeo, payable upon check in.

Entry Fees/Prize Money

3. The Calgary Stampede agrees to waive entry fees for the Event(s), and to pay the Contestant, if or to the extent he/she is judged to have successfully competed in the Event(s), the format and payout being as described in Schedule "A" hereto.

Rodeo Obligations of Contestant

4. During the 2018 Rodeo, the Contestant agrees to:
 - (a) perform to the best of his/her abilities in respect of all rides/performances in the Event(s) in which he/she is scheduled or qualifies to compete, including Wild Card Saturday, Sunday Semi-Finals and Showdown;
 - (b) keep, and report, in good physical condition throughout the Rodeo for all such rides/performances.

Physical Condition

5. The Calgary Stampede may deny or restrict the Contestant from competing in the Event(s) if in its sole (reasonable) judgment competing would present a danger to him/her or others and the Contestant agrees to abide by such decision of the Calgary Stampede. The Contestant agrees, if requested, to submit to a medical examination and/or treatment, including examination or treatment by the Calgary Stampede's medical staff.

Alcohol and Drug Testing

6. The Calgary Stampede reserves the right to test any contestant(s) or person in a Safety Sensitive Position for alcohol or drugs that it deems appropriate.

Alcohol Policy

Any Contestant failing a breathalyser test, (zero tolerance = 0.00%), prior to competing will result in the following:

Suspension from competing in that performance. Any contestant refusing to take any such tests will be disqualified from the rodeo.

Drug Policy

Illegal Drug means any drug substance which is not legally obtainable and whose use, sale, possession, purchase or transfer is restricted or prohibited by law.

Impairing Prescription Medication means a substance, other than Marijuana, that may be legally prescribed by a health care professional in Canada and that has the potential to impair the physical or cognitive abilities of the contestant using the substance, regardless of whether the substance is or is not used as prescribed.

Marijuana means all parts of the Cannabis plant, its derivatives and compounds that contain the psychoactive cannabinoid chemical delta-9-tetrahydrocannabinol (THC).

Prohibited Substance means any substance which Calgary Stampede has declared prohibited and includes Marijuana.

Safety Sensitive Position means a position, as determined by Calgary Stampede, in which a Rodeo Official, Arena help, Contract personnel, Rodeo Competitor, hazer or helper has a direct role in rodeo such that Alcohol, Illegal Drug, Impairing Prescription Medication or Prohibited Substance use could result in:

- (a) An incident affecting the health or safety of employees, competitors, patrons, animals, or the public; or
- (b) An inadequate response or failure to respond to an emergency or operational situation.

Testing Protocol – Illegal Drugs, Prohibited Substances and Impairing Prescription Medication

A person required to undergo testing for the presence in his or her body of Illegal Drugs, Prohibited Substances or Impairing Prescription Medications, or a combination of these substances, shall provide a sample of bodily fluid to a Calgary Stampede Representative at a time and place and in a manner directed by the Representative.

Refusal to Test, Adulterating or Tampering with Sample

A person refusing to provide a sample as required or adulterates or tampers with, or attempts to adulterate or tamper with, a sample provided, will be disqualified from the rodeo.

Providing false samples

A person violates these rules who:

- (a) Provides a false sample;
- (b) Provides a sample that is not their own sample;
- (c) Possesses any substance that may or could alter, interfere or impede the correct giving of, testing or analysis of a sample.

Additional Testing

Where a laboratory conducting a test for the presence of an Illegal Drug, a Prohibited Substance or an Impairing Prescription Medication reports that the testing of the sample cannot provide an accurate determination of the presence or the amount of the substance in a sample for whatever reason, including that the sample is a dilute sample, the person shall submit to an additional test, if directed by a Calgary Stampede representative.

Immediate Suspension – Illegal Drugs, Impairing Prescription Medication or Prohibited Substances in a sample

Should an Illegal Drug, a Prohibited Substance or Impairing Prescription Medication be found to be present in the body of a contestant or any person in a Safety Sensitive Position at the time of testing, they will be suspended for the duration of the rodeo.

Event Rules and Decisions Binding

7. The Contestant acknowledges he/she is familiar with, and agrees to abide by, the Canadian Professional Rodeo Association 2018 Rule Book, the Women's Professional Rodeo Association 2018 Rule Book, the 2018 Rodeo Ground Rules of the Calgary Stampede, the 2018 Performance Rules of the Calgary Stampede and the 2018 Calgary Stampede Animal Care Code of Practice, as these may be amended or revised from time to time. In the event of any conflict between or among the aforesaid rules, the 2018 Rodeo Ground Rules of the Calgary Stampede will govern.

Acknowledgement, Waivers, Release and Indemnity

8. The Contestant acknowledges that rodeo is a dangerous activity and that participation exposes the Contestant to serious and substantial risk, including risk of personal injury or even death, and as well as risk to his/her possessions and to the person and possessions of any employees, servants and agents assisting the Contestant in participating in the Event(s).
9. Being familiar with these risks and as a condition of being allowed to participate in the 2018 Rodeo and the Event(s), the Contestant agrees to the following terms in respect of participation:
 - (a) Neither the Calgary Stampede nor any of its directors, officers, employees, agents or volunteers will in any circumstances be held liable or responsible for any loss or injury suffered to my person or possessions or those of my employees, servants or agents, arising out of attendance at the 2018 Rodeo or participation in the Event(s) however caused; and without restricting the generality of the foregoing, whether such loss or injury is caused by the negligence, gross negligence or otherwise of the Calgary Stampede, its officers, directors, employees, volunteers or agents; and the Contestant hereby waives and releases all such claims which the Contestant or his/her employees, volunteers or agents have or may have.
 - (b) The Contestant agrees to indemnify and save harmless the Calgary Stampede, its directors, officers, employees, volunteers or agents from all claims, demands or actions to which they may be subjected arising out of any loss or injury as aforementioned suffered by the Contestant and his/her employees, servants and agents.
 - (c) Notwithstanding clauses (a) and (b), should the Contestant be held liable to any other person(s) for any loss or injury caused by the intentional acts or gross negligence of the Calgary Stampede, its directors, officers, employees, agents or volunteers, the Calgary Stampede will indemnify and save harmless the Contestant, his/her employees, volunteers or agents from all such liability, including legal costs.

This provision is binding upon the Contestant, his/her spouse, legal representatives, heirs, successors and assigns.

Medical Coverage

10. The Calgary Stampede agrees to provide medical coverage for the Contestant for the period of the 2018 Rodeo, in respect of his/her participation in the Event(s), as set out in Schedule "B" hereto.

Entry into Canada

11. The Contestant agrees that he/she is responsible for any and all requirements that may be imposed in respect of his/her entry into Canada in order to compete in the 2018 Rodeo. The Contestant will by May 31, 2018 have obtained a passport and/or any other necessary documentation to enter Canada and taken all other steps which he/she can to ensure entry into Canada in order to compete. The Contestant will by May 31, 2018 advise Calgary Stampede if there are any issues foreseen in respect of entry and, if there are, will either resolve the same with Calgary Stampede or withdraw from the Event(s).

Publicity and Promotion

12. The Contestant agrees to:
 - (a) participate in promotional activities which the Calgary Stampede and/or the Calgary Stampede on behalf of Calgary Stampede sponsors may reasonably request during the 2018 Rodeo, including special events (breakfasts, dinners, etc.).
 - (b) not participate in any activities or events related to the 2018 Rodeo other than those sponsored or promoted by the Calgary Stampede and/or the Event(s) Sponsor(s), without the approval of the Calgary Stampede.
 - (c) allow his/her likeness, alone or with others, to be taken for Calgary Stampede Broadcast, television, still photography, website or any other display or medium whatsoever during attendance at and participation in the 2018 Rodeo and agrees that all such likenesses shall be the property of and may be used by the Calgary Stampede and/or the Event(s) sponsor(s) for their joint or individual promotion purposes as they see fit without further payment or other compensation.
13. The Contestant also agrees to allow the Calgary Stampede and/or the Event(s) sponsor(s) to use his/her name, likeness, facsimile and biographical sketch for their joint or individual promotion purposes, without prior consultation or further compensation.

Exclusivity of Engagement

14. The Contestant shall be free to compete in other rodeo events at other locations during the period of the 2018 Rodeo, provided however that any such other engagements do not hinder or interfere with the Contestant's ability to fully and satisfactorily perform and carry out all of his/her obligations under this agreement.

Sponsorship Identification

15. The Contestant agrees that he/she will not wear or display on his/her clothing or otherwise the logo or identifying name or marks of any person or organization other than those of the Calgary Stampede, the Rodeo Sponsors (as shown on Schedule "C" hereto) and the sponsor(s) of the Event(s) without the prior written consent of the Calgary Stampede, such consent not to be unreasonably withheld. Without limiting the foregoing, logos of conflicting and non-conflicting persons or organizations must not exceed forty-five square inches. **Contestants (including Hazers) may not wear a sponsorship logo in the rodeo arena conflicting with Wrangler Jeans and Shirts.**

Governing Law

16. It is agreed that this agreement shall be governed by, construed and enforced in accordance with the laws of the Province of Alberta. The Contestant attorns to the non-exclusive jurisdiction of the Courts of Alberta in respect of all disputes concerning or related to this agreement.

Schedule “A”

Calgary Stampede Rodeo

2018 Format

20 Contestants per event @ 6 events

SB/BB/TDR/SW

2017 Calgary Stampede Champion
2017 Canadian Rodeo Tour Champion (drop down until filled)
Top five (5) from the 2017 CPRA final standings (drop down until filled)
Top ten (10) from the 2017 PRCA final standings (drop down until filled)
Three CS Qualified Positions

Bull Riding

2017 Calgary Stampede Champion
2017 Canadian Rodeo Tour Champion (drop down until filled)
Top four (4) from the 2017 CPRA final standings (drop down until filled)
Top nine (9) from 2017 PBR BFTS final standings (drop down until filled)
2017 PBR Canada Champion (drop down until filled)
Top four (4) from the 2017 PRCA final standings (drop down until filled)

Ladies Barrel Racing

2017 Calgary Stampede Champion
Top six (6) from the 2017 WPRA pro rodeo final standings (drop down until filled)
Top four (4) from the 2017 CPRA final standings (drop down until filled)
Top four (4) from the 2017 WPRA Tour Final standings (drop down until filled)
Top four (4) from the 2018 WPRA qualifications standings as at April 1 (drop down until filled)
2018 RNCFR Champion (drop down to four positions, (Finals Only) then go to 2018 WPRA qualifications standings as at April 1)

SB/BB/BR/TDR/SW/LBR

POOL A – JULY 6 – 9

POOL B – JULY 10 – 13

2017 CPRA Champions, PRCA, WPRA and PBR World Champions as well as contestants qualifying for the 2018 Calgary Stampede through two associations (Top 5 CPRA, Top 10 PRCA, WPRA and PBR World) or in two events will select their pool. All other contestants will be drawn randomly into a pool.

July 14 – Day 9 - Wild Card Saturday

Bottom 6 from Pool A and Bottom 6 from Pool B

July 15 – Day 10 – Semi-Finals/Showdown

Semi-Finals

Top 4 from Pool A, Top four from Pool B, Top 2 from Wild Card

Showdown

Top 4 from Semi-Finals

2018 Calgary Stampede Rodeo Pay Off Per Event

Day 1 – 8 Go-rounds \$17,500

- 1) \$5,500
- 2) \$4,500
- 3) \$3,500
- 4) \$2,500
- 5) \$1,500

Day 9 – Wild Card Saturday \$21,000

- 1) \$6,000
- 2) \$5,000
- 3) \$4,000
- 4) \$3,000
- 5) \$2,000
- 6) \$1,000

Day 10 Semi-Finals/Showdown

- 1) \$100,000 Showdown
- 2) \$25,000 Showdown
- 2) \$15,000 Showdown
- 4) \$10,000 Showdown
- 5) \$3,300 Semi-Finals
- 6) \$3,300 Semi-Finals
- 7) \$3,300 Semi-Finals
- 8) \$3,300 Semi-Finals
- 9) \$3,300 Semi-Finals
- 10) \$3,300 Semi-Finals

Prize Money Totals

Day 1 – 8	8 Perfs @ \$17,500 per event (6 events)	\$840,000
Day 9	1 Perf @ \$21,000 per event (6 events)	\$126,000
Day 10	1 Perf @ \$169,800 per event (6 events)	\$1,018,800
	Novice SB and BB @ \$5,600 each	\$11,200
	Jr Steer Riding	\$4,000
Total Payout		\$2,000,000

Schedule "B"

Calgary Stampede Rodeo Competitor Insurance

Canadian Competitors

Highlights

Who is insured:

All registered Canadian participants, under age 70

When Does Coverage Apply:

Bodily injury that occurs when travelling directly to the rodeo event, while participating in the events and while returning directly back home from the event.

Benefits: All benefits are payable only if the Bodily Injury is caused by an accident

- \$50,000 Death
- \$50,000 Dismemberment and loss of use. Payments are based on a decreasing schedule of injuries eg: loss of one hand - \$37,500.
- \$ 200 Weekly Accident Disability Indemnity, payable after a waiting period of 30 days from the date of disability onset and payable for a maximum period of 26 consecutive weeks.
- \$10,000 Medical Expenses. Covered expenses are listed in the policy and include items such as ambulance, drugs, chiropractors (\$500 max)
- \$ 1,000 Dental Injury Expenses, for a max period of 52 weeks from the date of loss
- \$ 4,500 Hospital Cash. Payable if confined to hospital at \$50/day for the 1st 30 days of confinement then at \$100/day for 30 more days of confinement

Insurer: SSQ Insurance Co

Schedule "B"

Calgary Stampede Rodeo Competitor Insurance

Non-Canadian Competitors

Highlights

Who is insured:

All registered Non Canadian participants, under age 70

When Does Coverage Apply:

Bodily injury that occurs when travelling directly to the rodeo event, while participating in the events and while returning directly back home from the event.

Benefits: All benefits are payable only if the Bodily Injury which results in loss is caused by an accident

- \$50,000 Death
- \$50,000 Dismemberment and loss of use. Payments are based on a decreasing schedule of injuries eg: loss of one hand - \$37,500.
- \$50,000 Lump Sum Permanent Total Disability
- \$10,000 Medical Expenses. Covered expenses are listed in the policy and include items such as ambulance, drugs, chiropractors (\$500 max)
- \$ 1,000 Dental Injury Expenses, for a max period of 52 weeks from the date of loss
- \$ 4,500 Hospital Cash. Payable if confined to hospital at \$50/day for the 1st 30 days of confinement then at \$100/day for 30 more days of confinement
- \$25,000 Full Medical Coverage per accident/sickness. Coverage includes primary hospital and doctor bills, outpatient services and x-rays.

Insurer: SSQ Insurance Company

Schedule "C"

Exclusive Product Supplier

- Bell – Any local and long distance, web casting, wireline and wireless, Telco hardware, directories, wireless hardware, corporate networking, DTH satellite, portal, or consumer connectivity services
- Coca-Cola – Any soft drinks, juices, juice drinks, isotonic, energy drinks, ready-to-drink iced teas and coffees, sparkling and bottled water must be Coca-Cola brands. These brands include: Coca-Cola, Diet Coke, Coke Zero, Sprite, Minute Maid, Fruitopia, Five Alive, Nestea, PowerAde, Dasani and others.
- Enmax – Retail energy provider and advertiser, supplier of natural gas and electricity
- General Motors (GMC) – Any sale, lease and financing or display of foreign and domestic cars, trucks, vans and SUV's: includes technology, aftermarket parts and service brands relevant to Industry i.e. OnStar
- Labatt – any malt based beverages (beer) must be Labatt Breweries (Anheuser Busch/In Bev) brands. These brands include Budweiser, Bud Light, Kokanee, Bud Light Lime, Stella Artois, Corona etc.
- BMO MasterCard – Credit card promotions
- BMO Bank of Montreal – Financial Services which refers to retail, small business, commercial, corporate, debit card, credit card, online and telephone banking services, wealth management services, financial planning services and mutual fund and brokerage services, (self-directed and managed) that are also provided by BMO or its wholly-owned subsidiaries.
- McDonald's – Official Quick Service Restaurant, Extends to Advertising, Food Service (with specific exceptions for the Range & Midway), Mascots/Spokespeople, Media.

NOTE: In addition, all of the above exclusive suppliers are considered exclusive advertisers. Advertising means visible packaging, poster, point-of-sale materials, and any other visible notice of the brand.

Official/Preferred Suppliers

- GMC – Official vehicle of the Calgary Stampede
- Coca-Cola – Official soft drink of the Calgary Stampede
- ENMAX – ENMAX Energy, official energy provider of the Calgary Stampede
- Bell – Official telecommunications provider to the Calgary Stampede
- ATCO Structures – Official supplier of Modular Units
- Bennett Jones – Official Legal Counsel*
- BMO Bank of Montreal – Official bank of the Calgary Stampede
- Budweiser – Official beer of the Calgary Stampede
- Calgary Herald – News media partner of the Calgary Stampede
- Cervus Equipment – Official Agriculture and Commercial Equipment (John Deere)
- Green Drop – Official Weed Control, Lawn and Tree Care supplier
- Lamble's Western Wear & Tack - Official Western Wear Supplier*
- Mike's Beverage Co. – Preferred Ready to Drink Cocktail Supplier*
- McDonald's – Official Quick Service Restaurant of the Calgary Stampede
- Mott's Clamato – Official Cocktail*
- RGO Office Products Ltd. – preferred supplier of office products throughout all Calgary Stampede offices
- WestJet - Official Airline
- Wrangler – Exclusive advertiser of western jeans and shirts within the rodeo arena
- Polaris – Official off road vehicle of the Calgary Stampede
- West Canadian Digital Imaging Inc. – Preferred print supplier of the Calgary Stampede
- Bacardi – Official spirits supplier of the Calgary Stampede
- Burnco – Preferred supplier of aggregate, ready mix, asphalt and landscape products

Third Party Advertising

Unless approved prior to licensing by the Calgary Stampede, there shall be no third party advertising within locations or on booths or booth signage. This is what is referred to as pass-through advertising. The exception is existing 'official' or 'exclusive' suppliers of the Calgary Stampede.